

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-08 INR-10 LAB-04 NSAE-00
PA-02 SIL-01 ICA-20 /058 W
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P R 121159Z APR 78
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 3522
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY OSLO
AMCONSUL GOTEBOG POUCH

UNCLAS SECTION 1 OF 2 STOCKHOLM 1442

FOR: BED/OIM: TRAFTON

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: APRIL SHOW PRELIMINARY REPORT

REF: STOCKHOLM 0940

1. PULP & PAPER EQUIPMENT OFFSITE.
2. US PAVILLION AT SPCI, STOCKHOLM INT'L FAIR, APRIL 4-7, 1978.
3. THIRTY-EIGHT EXHIBITORS (26-NTM, 12-OTM). NOTE: DELETE EPPCO INC. & INTERMART'S UNITED HYDRAULICS CO. WHICH DID NOT SHOW. CARBORUNDUM CO'S PARTICIPATION COUNTS FOR TWO EXHIBITORS SINCE BOTH DIVISIONS REPORTED RESULTS SEPARATELY. TWENTY-SEVEN PARTICIPANTS 20-NTM; 7-OTM.
4. ACTUAL SALES DURING SHOW: \$2,016,800; SALES EXPECTED NEXT 12 MOS: \$8,048,500.

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5. ACTUAL SALES NTM: \$2,014,400; OTM: \$2,400.
PROJECTED SALES NTM: \$4,799,500; OTM: \$3,249,000.
6. SIXTEEN EXHIBITORS SOUGHT REPRESENTATION AND REPORTED 101 EXREP LEADS.
7. SIX EXHIBITORS APPOINTED 11 REPRESENTATIVES.

8. THIRTEEN EXHIBITORS EXPECT TO APPOINT 58 ADDITIONAL REPRESENTATIVES.

9. FAIR REPORTED 9,206 TRADE VISITORS.

10. SUCCESS STORIES:

A. INDUSTRIAL RESEARCH AND ENGINEERING INC. OF PORTLAND, OREGON (NTM), INTRODUCED A PORTABLE ROLL SPLITTER TO THE EUROPEAN MARKET TOGETHER WITH A RANGE OF PAPER MAKING AND PROCESSING EQUIPMENT. JOHN M. COATS, PRESIDENT, REPORTED THE APPOINTMENT OF A DUTCH FIRM AS EUROPEAN REPRESENTATIVE AND EXPECTS TO APPOINT TWO SCANDINAVIAN DISTRIBUTORS (SWEDISH AND FINNISH) AND A SWEDISH JOINT VENTURE PARTNER AS A RESULT OF THE SHOW. ESTIMATING FIRST YEAR SALES AT \$100,000, HE COMMENTED:

"VERY COMPREHENSIVE SHOW, VERY EDUCATIONAL, VERY INSTRUMENTAL FOR THE INTRODUCTION OF OUR PRODUCTS TO THIS MARKET AREA. LOGISTICS VERY WELL ORGANIZED." CLEARED.

B. NATIONAL WIRE FABRIC CORP. OF STAR CITY, ARKANSAS (NTM) INTRODUCED THEIR SYSTEM FOR REPLACING DRAINAGE GRIDS ON PULP MILL WASHERS TO SCANDINAVIA. JOSEPH PASCALE, PRESIDENT, IS NEGOTIATING FOR THE APPOINTMENT OF THREE DISTRIBUTORS IN FINLAND, NORWAY AND SWEDEN AND FOR A LICENSEE AGREEMENT WITH A FINNISH MANUFACTURER. ESTIMATING FIRST YEAR SALES AT \$250,000, HE COMMENTED: "VERY EXCELLENT IN ALL RESPECTS." CLEARED.

C. PROCESS DEVELOPMENT CORP., OF BIDDLEFORD, MAINE (NTM)
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INTRODUCED A LOW COST COMPUTER CONTROL SYSTEM FOR CONVECTIVE DRYERS TO SCANDINAVIA. LENNART ANDER, PRESIDENT OF THEIR SWEDISH AGENT REPORTED THAT HE CONCLUDED A NUMBER OF SALES AGREEMENTS ON THE FLOOR OF THE EXHIBIT HALL. WITH OVER 140 SALES LEADS AT THE SHOW HE REPORTED \$2,300,000 IN FLOOR SALES AND FOLLOW-UP SALES IN THE ENSUING 12 MONTHS. HE COMMENTED: "US TRADE CENTER ARRANGEMENTS HAVE BEEN OUTSTANDING. COULD NOT HAVE BEEN BETTER. PLEASE CONTINUE." CLEARED.

D. RAYGO WAGNER OF PORTLAND, OREGON (NTM) DISPLAYED A 27 TON CHIP CARRY DOZER, THE SMALLEST OF THEIR LINE OF WOOD-CHIP HANDLING MOBILE MACHINES THAT THEY INTRODUCED TO SCANDINAVIA AT THE SHOW. OVER 28 FT. LONG AND 12 FT. HIGH, THE CARRY DOZER WAS SHOWN OUTSIDE NEAR THE ENTRANCE TO THE EXHIBIT BUILDING. SAMUEL MEARNES, MARKETING MANAGER REPORTED \$200,000 IN IMMEDIATE SALES AT THE SHOW AND \$1,000,000 IN EXPECTED ADDITIONAL SALES IN THE NEXT 12 MONTHS. HE COMMENTED: "BELIEVE IT WOULD BE USEFUL FOR US DEPT. OF COMMERCE TO ORGANIZE AN AMERICAN PARTICIPATION AT THE NEXT SPCI." CLEARED.

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UNCLAS SECTION 2 OF 2 STOCKHOLM 1442

FOR: BED/OIM:TRAFTON

11. THE SPCI EXHIBITION IS THE MOST IMPORTANT SHOW
IN THE PULP & PAPER FIELD IN SCANDINAVIA AND ONE OF THE
MAJOR INTERNATIONAL SHOWS WORLD-WIDE. MOST OF THE EXHIBITORS
IN THE US PAVILLION INDICATED THAT THEY WOULD HAVE MISSED
THIS OPPORTUNITY IF COMMERCE HAD NOT PROGRAMED THE AMERICAN
PARTICIPATION. VIRTUALLY ALL OF THE KEY PROSPECTS IN THE
FIELD FROM THE NORDIC AREA MAKE IT A POINT TO VISIT THE SPCI
SHOW AS DO THE MAJOR PULP AND PAPER FIRMS FROM THE REST OF
EUROPE AND NORTH AMERICA. SINCE ATTENDANCE BY THE UNIVERSE
WAS ASSURED, THE TRADE CENTER CONCENTRATED ITS PROMOTION
ACTIVITIES TO ALERTING THE HC/BR TARGETS TO AN AWARENESS OF
THE US PAVILLION AND PUBLICIZING THE FEATURES OF NEW
PRODUCTS BEING INTRODUCED TO THE MARKET. THE PARTICIPATION
OF PETER E. WRIST, PRESIDENT OF TAPPI, AS US INDUSTRY REP.
WAS FEATURED IN OUR MAILINGS AND RECEPTION INVITATIONS.
THE AMERICAN AMBASSADOR ACCOMPANIED MR. WRIST ON A TOUR OF THE
PAVILLION DURING THE VIP RECEPTION APRIL 4. MR. WRIST WAS ALSO
ON HAND FOR THE VISIT OF THE KING OF SWEDEN TO THE US PAVILLION
ON APRIL 5. THE RESULTS OF THE SHOW LEAD MOST OF THE PARTICIPANTS
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TO URGE THAT COMMERCE PROVIDE FOR A US PAVILLION IN THE NEXT SPCI

EXHIBITION IN APRIL 1981. AGREEMENTS WERE CONCLUDED DURING THE SHOW WITH 11 NEW AGENTS AND DISTRIBUTORS: 4 IN FINLAND, 3 IN NORWAY, 3 IN SWEDEN AND 1 IN THE NETHERLANDS. NEGOTIATIONS WERE UNDERWAY FOR THE APPOINTMENT OF 50 ADDITIONAL AGENTS AND DISTRIBUTORS: 27 IN SWEDEN, 10 IN NORWAY, 8 IN FINLAND, 4 IN DENMARK AND ONE IN TUNISIA. NEGOTIATIONS WERE ALSO INITIATED FOR 7 LICENSEE AGREEMENTS (2 EACH IN FINLAND, NORWAY AND SWEDEN AND ONE IN GREAT BRITAIN) AND ONE JOINT VENTURE IN SWEDEN. MORE THAN \$10 MILLION IN IMMEDIATE SALES AND FIRST-YEAR PROJECTIONS WERE REPORTED IN SPITE OF THE FACT THAT THE PULP AND PAPER INDUSTRY IN SCANDINAVIA HAS BEEN SUFFERING FROM DEPRESSED MARKET CONDITIONS. THOUGH EXHIBITORS REPORTED THAT A NUMBER OF PROSPECTS ARE NOT IN THE POSITION TO MAKE EQUIPMENT PURCHASES AT PRESENT, THERE ARE SIGNS OF IMPROVEMENT IN THE MARKET AND MOST OBSERVERS EXPECT A GREATLY IMPROVED SITUATION BY THE TIME OF THE NEXT SPCI EXHIBITION. LONG TERM SALES RESULTS OF THE SHOW WILL SURPASS BY FAR THE FIRST YEAR PROJECTIONS FO THE EXHIBITORS, NOT ONLY BECAUSE OF THE 69 NEW REPRESENTATION AGREEMENTS THAT WILL BE MADE, BUT ALSO BECAUSE A NUMBER OF THE EXHIBITORS WHO REPORTED LITTLE OR NO SALES RESULTS FOR THE FIRST YEAR TOLD US THAT THEY EXPECT SIGNIFICANT SALES TO RESULT FROM THE LEADS AT THE SHOW AFTER SUFFICIENT FOLLOW-UP WORK TO DEVELOP THEIR PROCESSES AND PROJECTS. THE EXHIBIT SYSTEM SUPPLIED BY IMC, COLOGNE WAS ATTRACTIVE AND WELL SUITED TO THE DISPLAY OF EQUIPMENT AND GRAPHICS. THE EXHIBITS SPECIALIST FROM THE IMC SUPERVISED THE INSTALLATION AND DISMANTLING OF THE STANDS, AND THE IMC DIRECTOR VISITED THE SHOW TO GAIN INFORMATION FOR FUTURE PARTICIPATIONS AT THE STOCKHOLM FAIR. KENNEDY-MINOTT

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